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**CLMPTO** 

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**SWH** 

Please cancel claims 1-84

Please add the following New claims

a graphic advertisement in an interactive television program guide implemented on mear television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user television television equipment, comprising:

providing the user with an opportunity to access interactive television program guide information from the interactive television program guide by displaying an icon that indicates the svailability of the interactive television program guide information during the display of a belevision commercial associated with a given education; and

displaying the interactive television program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user accesses the interactive television program guide information in response to the icon.

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\$6. (New) The method defined in claim 85 wherein the television commercial and the graphic advertisement are both branded with the same brand. the method further comprising displaying the graphic

advertisement branded with that brand on the user television equipment.

- 87. (New) The method defined in Claim 35 further comprising cerrieving the graphic advertisement from local memory.
- 88. (New) The method defined in claim 85 further comprising retrieving the graphic advertisement from a remote server.
- 35. (New) The method defined in claim 85 further comprising recrieving the graphic advertisement from local memory according to a schedule.
- gg, (New) The method defined in claim 8% further comprising retrieving the graphic advertisement from a remote server according to a schedule.
- 91. (New) The method defined in claim 85 further comprising retrieving the graphic advertisement from local memory in response to a real-time fleq in the commercial.

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32. (New) The method defined in claim 85

further comprising retrieving the Graphic advertisement

from a remote server in response to a real-time flag in
the commercial.

- §3. (New) The method defined in claim 85 further comprising retrieving the graphic advections are iron local nemory in response to a real-time vertical-blanking-interval flag in the commercial.
- 94. (Max) The method defined in claim 85

  forther comprising retrieving the graphic advertisement

  from a remote server in response to a real-time vertical
  blanking-interval flag in the commercial.
- 95. (New) The mothod of claim 85 further comprising enabling the user to purchase a product or service using the interactive television program guide.
- 96. (New) The method of claim 85 further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed.

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gy, (New) The method of claim 85 further comprising enabling the usur to purchase a product or service using the interactive television program guide by displaying a point-of-sole window having information on the product or service in response to a seek input when the icon is displayed, wherein the point-of-sale window also provides access to other products or services.

gg. (Now) A system for presenting a user with a graphic advertisement in an interactive television program guide implemented on user television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user television equipment, comprising:

poons for providing the user with an opportunity to access interactive television program guide information from the interactive television program guide by displaying an icon that indicates the evailability of the interactive television program guide information during the display of a television commercial associated with a given advortiser; and

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means for displaying the interactive leterision program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user eccesses the interactive television program guide information in response to the icon.

99. (New) The system defined in claim 98 wherein the television commercial and the graphic advertisement are both branded with the same brand, the system for their commission means for displaying the

graphic advertisement branded with that brand on the user television equipment.

- 100. (New) The system defined in claim 99 further comprising means for retrieving the graphiz advertisement from local newsy.
- 101. (New) The system defined in Claim 99
  further comprising means for retrieving the graphic
  advertisement from a remote server.
- 102. (Nev) The system defined in claim 98
  further comprising swans for retrieving the graphic advertisement from local memory according to a schedule.
- 103. (New) The system defined in claim 98 further compaising means for retrieving the graphic advertisement from a remote server according to a schedule.

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104. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from local namony in response to a real-time flag in the commercial.

103. (New) The system defined in claim 98

Jurither comprising means for setrioring the graphic advertisement from a remote server in response to a roal-time fleg in the commercial.

105. (New) The system defined in claim VS further comprising means for retrieving the graphic advertisement from local memory in response to a real-time vertical-blanking-interval flog in the commercial.

107. (New) The system defined in Claim 98
forther comprising means for retrieving the graphic
advortisement from a remote server in response To a realtime vertical-blanking-interval flag in the commercial

108. (New) The system of claim 58 further comprising means for enabling the user to purchase 8 product or service using the interactive belowision program guide.

109. (Sew) The system of claim SS further comprising means for enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed.

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110. (New) The system of claim 98 further comprising means for enabling the user to purchase a product or service using the interactive television program quids by displaying a point-of-sale window having information on the product or service in response to a user import when the icon is displayed, wherein the point-

of sale window slas provides access to other products of services.

133. (New) A system for presenting a user with a graphic advertisement in an interactive twisvision program guide comprising:

a display device:

an imput device: and

control circultry configured to:

receive television commercials and other television programming from a distribution facility:

direct the display device to display on icon that indicates the availability of interactive television program guide information during the display of a television commercial associated with a given advertiser;

receive a command from the imput device that indicates that the user has accessed the interactive television program quide information in

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direct the display device to display the interactive television program guide information and a graphic advertisement associated with the given advertiser in response to the command being received.

112. (New) The system of claim 11% wherein:

the television commercial and the graphic advortisement are both branded with the same brond; and the control circuitry is further configured to direct the display device to display the graphic advertisement branded with that brands.

112. (New) The system of claim lil wherein:

the system further comprises incal memory;
and

the control circultry is further configured to retrieve the graphic advectionment from the local memory.

114. (New) The system of claim 113 wherein:
the control circuitry is further
configured to retrieve the graphic advertisement from the
local memory according to a schedule.

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the central directory is further configured to retrieve the graphic advertisement from the local memory in response to a real-time fleq in the newscried.

116. (New) The system of claim 113 wherein:

the control circuitry is further

contigured to vernieve the graphic advertisement from

local memory in response to a real-time verticalblanking-interval flag in the commercial.

117. (New) The system of chaim 111 wherein:
the system further comprises a remote
server; and

the control circuitry is further configured to retrieve the graphic advertisement from the remote server.

118. (New) The system of claim 118 wherein:

the control circuitry is further

configured to setrieve the graphic advertisement from the
remote server according to a schedule.

119. (New) The system of claim life wherein:

the control discultry is further

configured to retrieve the graphic advertisement from the

remote server in response to a real-time flag in the

commercial.

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120. (New) The system of claim life wherein:

the control circuitry is further

configured to retrieve the graphic advectisement from the

remote server in response to a real-time vertical
blanking-intervel flag in the commercial.

121. (New) The system of claim 111 wherein: the control circuitry is further

configured to enable the user to purchase a product or service.

the control circuitry is further configured to enable the user to purchase a product or service by directing the display device to display a point-of-cale window having information on the product or service in response to the exemend being received.

the control circuitry is further configured to enable the user to purchase a product or service by directing the display device to display a point-of-sale window having information on the product or service in response to the command being received, wherein the point-of-sale window also provides access to other products or services.

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124. (New) A computer restable medium cacoded with mechine-residable instructions for use in presenting a user with a graphic advertisement in an interactive television program quide implemented on user television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user relevision equipment, the machine-residable

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instructions comprising:

providing the user with an opportunity to access interactive relevision program guide information from the interactive relevision program guide by displaying an icon that indicates the availability of the interactive television program guide information during the display of a relevision commercial associated with a given advertiser, and

displaying the interactive relevision program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user accesses the interactive television program guide information in response to the icon.

135. (New) The computer readable medium defined in claim 124 wherein the television commercial and the graphic advertisement are both branded with the same brand, the machine-readable instructions further comprising displaying the graphic advertisement branded with that brand on the user television equipment.

126. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory.

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127. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from a remote server.

138. (New) The computer readable madium defined in claim 134, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory according to a schedule.

129. (New) The computer resideble medium defined in claim 124, the machine-resideble instructions further comprising retrieving the graphic advertisement from a remote server according to a schedule.

130. (New) The computer readable medium defined in claim 130, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory to response to a real-time flag in the commercial.

131. (New) The computer readable medium defined in claim 124, the mechine-readable instructions further comparising retrieving the graphic advertisement from a remote server in response to a real-time flag in the commercial.

132. (New) The computer readable medium defined in claim 124, the machine-readable instructions further

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comprising retrieving the graphic advertisement trom local memory in response to a real-time verticalblanking-interval flag in the communical.

133. (New) The computer readable modium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advectisement from a remote server in response to a real-time vertical-blanking-interval flag in the commercial.

134. (New) The computer readable medium defined in claim 128, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide.

135. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when

136. (New) The computer readable medium defined in claim 134, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide by alaptaying a point-of-sale window having information on

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the product or service in response to a user input when the icon is displayed, wherein the point-of-sale window also provides access to other products or services.

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